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## ABSTRACT

This annotated bibliography contains information about entrepreneurship and small business ownership. Citations include administrative materials, journal articles, opinion papers, project descriptions, and research reports. Materials for inclusion in this bibliography were located through the Florida Educational Information Service, which conducted searches of computerized information retrieval systems, specifically: the ERIC (Educational Resources Information Center) database on DIALOG and the VECM (Vocational Educational Curriculum Materials) database on BRS (Bibliographic Retrieval Service). Each entry includes title, date, name and address of developer, series title if any, format, synopsis, and availability. (KC)

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# Entrepreneurship

## A Bibliography

State of Florida  
Department of Education  
Tallahassee, Florida  
Betty Castor, Commissioner  
Affirmative action/equal opportunity employer

*Division of Vocational, Adult, and Community Education*

November 1988

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## Introduction

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This bibliography contains information about entrepreneurship and small business ownership

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Materials for inclusion in this bibliography were located through Florida Educational Information Service (FEIS). FEIS conducted searches of computerized information retrieval systems (specifically the VECM—Vocational Education Curriculum Materials—data base on BRS—Bibliographic Retrieval Service—and the ERIC—Educational Resources Information Center—data base on DIALOG)

FEIS is sponsored by the Florida Division of Vocational, Adult, and Community Education and is located in the Center for Instructional Development and Services, Florida State University

For additional search information, contact Florida Educational Information Service, the Center for Instructional Development and Services, 2003 Apalachee Parkway, Suite 301, Tallahassee, FL 32301-4829 (904) 487-2054

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Microfiche copies of ERIC documents are available through FEIS. To order these microfiche documents, use the order number found in the "Availability" field of certain entries. Microfiche documents may be ordered at a cost of 30 cents per sheet. Each sheet contains up to ninety-six pages of printed copy. Journal articles may currently be ordered at a cost of 20 cents per page plus handling and shipping charges. Check with FEIS for current prices prior to ordering. Allow two weeks for delivery.

- TITLE** *Advanced Marketing 8130: Planning for Entrepreneurship.*
- DATE** 1984
- ANNOTATION** Explores actual preparation for business ownership including rewards and responsibilities of entrepreneurship; effects of government regulation; organized labor and labor specialization; processes of selecting a business and its site; developing marketing strategy; and implementing a self-designed financial plan.
- FORMAT** Curriculum Guide; Teaching Guide; Competency-based; Task Analysis; Behavioral Objectives; 149pp
- AVAILABILITY** Sale \$10.50; Loan 4 weeks; Virginia Vocational Curriculum Center; 2200 Mountain Road; Glen Allen, VA 23060; (804) 262-7439
- TITLE** *The Apple Market.*
- DATE** 1985
- ANNOTATION** A learning module demonstrating generation of a market demand curve; identification of equilibrium prices-quantities and setting of prices by a monopolistic seller in order to obtain maximum profit.
- FORMAT** Teaching Guide; Learning Module; Workbook; Behavioral Objectives; Individualized; Self-paced; Illustrated; 30pp
- SYS REQ** Microcomputer Program; IBM PC, PC jr, XT, PC Portable; 64K Memory; 2.0, 2.1 DOS; 1 Disk; 5 1/4 inch Size; Apple II; 1 Disk; 5 1/4 inch Size
- AVAILABILITY** Sale \$49.95; Diversified Educational Enterprises, Incorporated; 725 Main Street; Lafayette, IN 47901; (317) 742-2690
- TITLE** *At Home in the Office: A Guide for the Home Worker.*
- DATE** 1984
- ANNOTATION** This guide is designed to provide information to persons interested in establishing a home work program. The primary focus of this document is to give people in clerical or support staff positions who wish to work at home as an alternate work site the skills to negotiate with one or more employers.
- FORMAT** Learning Module; Game/Simulation; 132pp
- AVAILABILITY** Loan 2 weeks; Librarian; Southeast Curriculum Coordination Network; PO Drawer DX; Mississippi State; MS 39762; (601) 325-2510
- TITLE** *Beyond a Dream: An Instructor's Guide for Small Business Exploration.*
- DATE** 1985
- ANNOTATION** Combines adult education and entrepreneurial principles in a 10-unit training package to help adults determine personal reasons for starting their own business (desirability) and potential success of their ideas (feasibility). Includes complete teaching outline and materials to make use of local experts to assist in entrepreneurial decisions. Order number L1 68.
- FORMAT** Teaching Guide; 228pp
- AVAILABILITY** Sale \$25.00; National Center for Research in Vocational Education Program; Information Office; 1960 Kenny Road; Columbus, OH 43210-1090; (800) 848-4815; (614) 486-3655
- TITLE** *A Business Planning Manual for Entrepreneurs Utilizing VisiCalc.*
- DATE** 1984
- ANNOTATION** This manual is a workable computer program to be used with VisiCalc. Five plans for success identify and instruct owners and operators in the following areas of the business: marketing plan, profit plan, capital plan, return on investment plan, and the cash flow plan.
- FORMAT** Manual; 85pp
- AVAILABILITY** Sale \$3.00; Instructional Materials Laboratory; 842 West Goodale Boulevard; Columbus, OH 43210; (614) 221-4950
- TITLE** *Curriculum Construction in Distributive Education: Management.*
- DATE** 1979
- ANNOTATION** Course of study based on competencies identified by Distributive Education Clubs of America (DECA).
- FORMAT** Curriculum Guide; Teaching Guide; Bibliography; Competency-based; Behavioral Objectives; 60pp
- AVAILABILITY** Loan 4 weeks; Northeast Curriculum Coordination; New Jersey Vocational Education Resource Center; Rutgers University; Crest Way; Aberdeen, NJ 07747; (201) 290-1900
- TITLE** *Economics and Marketing LAP 2: Economic Goods and Services.*
- DATE** 1979
- ANNOTATION** Interstate Distributive Education Curriculum Consortium (IDECC). One of 24 packets in economics. Teacher section has primary and reinforcing group activities and test keys. Student section has glossary, information sheets, alternate activities, and reinforcing exercises. Key topics include defining economic goods and services, consumer and capital goods and economic "votes." Consumer needs and wants are also discussed.
- FORMAT** Teaching Guide; Evaluation Instrument; Learning Module; Game/Simulation; Bibliography; Competency-based; Task Analysis; Criterion-referenced; Evaluation; Behavioral Objectives; Individualized; Self-paced; Field-tested/Validated; Illustrated; 65pp
- AVAILABILITY** Sale; Contact IDECC for current price—IDECC, The Ohio State University; 1564 West First Avenue; Columbus, OH 43212; (614) 486-6708
- TITLE** *Economics and Marketing LAP 3: Product Utility.*
- DATE** 1979
- ANNOTATION** Interstate Distributive Education Curriculum Consortium (IDECC). One of 24 packets in economics. Teacher section has primary and reinforcing group activities and test keys. Student section has glossary, information sheets, alternate activities and reinforcing exercises. Key topics include the study of how different forms of utility goods can be subject to product usefulness and how utility increases product usefulness.
- FORMAT** Teaching Guide; Evaluation Instrument; Learning Module; Game/Simulation; Bibliography; Competency-based; Task Analysis; Criterion-referenced; Evaluation; Behavioral Objectives; Individualized; Self-paced; Field-tested/Validated; Illustrated; 27pp
- AVAILABILITY** Sale; Contact IDECC for current price—IDECC, The Ohio State University; 1564 West First Avenue; Columbus, OH 43212; (614) 486-6708
- TITLE** *Entrepreneurship as a Career Choice.*
- DATE** 1987
- AUTHOR** Ashmore, M. Catherine, And Others

DEVELOPER Office of Vocational and Adult Education (ED)  
Washington DC

ANNOTATION This curriculum guide is designed to provide some basic materials to assist in developing an introductory approach to entrepreneurship as a career option. Chapter 1 presents an overview of entrepreneurship education and possible teaching strategies, including a topical outline, resource suggestions, detailed descriptions of available curriculum materials, and a list of ideas that are helpful in planning infusion of entrepreneurship education into a vocational curriculum. Chapters 2 through 5 provide learning activities designed as handouts for easy duplication in the classroom. They provide a variety of learning experiences related to becoming an entrepreneur in these areas: Can I be an entrepreneur? What experiences have I had? What type of business could I start? and How can I prepare to be my own boss? Chapter 6 (more than half of the document) contains the stories of 50 young vocational education graduates who started a business of their own. They are grouped to correspond to the four areas of chapters 2-5. Each case study provides name of entrepreneur, business name, address, and phone, type of business, a narrative description, and case study questions and answers (YLB).

FORMAT Teaching Guide 307pp

AVAILABILITY For a microfiche copy of this document order ED284977 from FEIS

TITLE **Entrepreneurship: A Senior High School Home Economics Career Exploration Unit.**

DATE 1984

ANNOTATION Offers students an overview of how to turn home economics skills into successful business. The guide provides lesson plans for teaching product determination, business location, business capital, financial management, goal setting, advertising, record keeping, and employee relations. Order number A-217.

FORMAT Teaching Guide 97pp

AVAILABILITY Sale Contact for current price AVA Resources 1410 King Street Alexandria VA 22314

SERIES **Entrepreneurship Education.**

TITLE **Applying the Skills.**  
**Learning the Skills.**  
**Supplementary Readings.**

DATE 1980

ANNOTATION A three-volume resource of curriculum materials pertaining to self-employment as a career option. The first volume, *Learning the Skills*, stresses the personal skills which people need to be effective entrepreneurs. The second volume, *Applying the Skills*, addresses the application of the skills to self-employment. The third volume, *Supplementary Readings*, includes readings and suggested additional resources which complement the instructional strategies contained in the first two volumes.

FORMAT Curriculum Guide Teaching Guide, 189-328pp

AVAILABILITY Sale \$5.50-\$9.00 Curriculum Publications Clearinghouse, Western Illinois University 46 Horabin Hall Macomb, IL 61455 (309) 298-1917 or (800) 322-3905 (IL only)

TITLE **Entrepreneurship in Montana—A Handbook for Integrating Entrepreneurship into All Vocational Areas.**

DATE 1986

AUTHOR Harris, Ronald R.

DEVELOPER Montana State Office of the Superintendent of Public Instruction Helena

ANNOTATION This handbook was developed to provide vocational education teachers in Montana with information about entrepreneurship so that they can integrate the concepts into their vocational courses. The guide provides a definition of entrepreneurship and describes the syllabus for entrepreneurship (ownership, location, financing, personnel, promotion, merchandising, customer services, and government regulation). Each of these areas is outlined along with ideas for teaching. A suggested listing of resources to be used in teaching these concepts is contained in an appendix. Appendixes also contain reprinted business journal articles on franchises, generating advertising ideas, and selling in financial institutions (KC).

FORMAT Administrative Material 42pp

AVAILABILITY For a microfiche copy of this document order ED275907 from FEIS

TITLE **Entrepreneurship in Voc Ed: A Guide for Program Planning.**

DATE 1982

ANNOTATION Assists program planners and curriculum developers in selecting entrepreneurship education materials. Suggests five essential steps necessary for developing training programs. Explains eight curriculum resources in depth, including samples of content. LT 62.

FORMAT Administrative Manual Reference Material Bibliography 77pp

AVAILABILITY Sale \$6.50 The National Center for Research in Vocational Education, Program Information Office 1960 Kenny Road Columbus OH 43210 (800) 548-4815 or (614) 486-3655

TITLE **Entrepreneurship: Short Term Financing Module.**

DATE 1982

ANNOTATION Objectives of this entrepreneurship module include developing a short-term financial forecast, determining a working capital policy, determining the cost of trade credit and commercial bank loans, and establishing and maintaining a good bank relationship.

FORMAT Learning Module 27pp

AVAILABILITY Sale \$3.00 Instructional Materials Laboratory 842 West Goodale Boulevard Columbus OH 43210 (614) 221-4950

TITLE **Entrepreneurship: The Art of Business Ownership.**

DATE 1983

ANNOTATION Catalog #97307 This self-contained study guide could be called a "primer" for the would-be entrepreneur. Some of the lessons are on free enterprise, building and site selection, pricing, business regulations, banking, borrowing.

FORMAT Teaching Guide Reference Material Workbook Competency-based Behavioral Objectives Individualized Self-paced Field-tested/Validated Illustrated 100pp

AVAILABILITY Sale Contact for current price Vocational Instructional Services, Texas A & M University FE Box 182 College Station, TX 77843-2588 (409) 845-6601

TITLE **Entrepreneurship Training in Vocational Education.**

DATE 1986

DEVELOPER Arizona Department of Education



- ANNOTATION This guide is designed to be used as a unit within an existing course
- FORMAT Teaching Guide, Competency-based, Individualized Self-paced, 96pp
- AVAILABILITY Loan 2 weeks Librarian, Southeast Curriculum Coordination Network PO Drawer DX Mississippi State, MS 39762 (601) 325-251C
- TITLE **Getting Down to Business: Agriculture. Entrepreneurship Training Components.**
- DATE 1981
- DEVELOPER American Institutes of Research
- ANNOTATION Modules for teacher and student on entrepreneurship in farm equipment repair, tree service, garden center, fertilizer and pesticide service, dairy farming
- FORMAT Learning Module, 609pp
- AVAILABILITY Loan 4 weeks Western Curriculum Coordination Center 1776 University Avenue, Wist Hall 216 Honolulu, HI 96822 (808) 948-6496
- TITLE **Getting Down to Business: Business and Office. Entrepreneurship Training Components.**
- DATE 1981
- DEVELOPER American Institutes of Research
- ANNOTATION Modules for teacher and student on entrepreneurship in answering service, secretarial service, bookkeeping service, software design company, word processing service
- FORMAT Learning Module, 584pp
- AVAILABILITY Loan 4 weeks Western Curriculum Coordination Center 1776 University Avenue, Wist Hall 216 Honolulu, HI 96822 (808) 948-6496
- TITLE **Getting Down to Business: Distributive Education. Entrepreneurship Training Components.**
- DATE 1981
- DEVELOPER American Institutes of Research
- ANNOTATION Modules for teacher and student on entrepreneurship in apparel store, specialty food store, travel agency, bicycle store, flower and plant store, business and personal service, innkeeping
- FORMAT Learning Module, 857pp
- AVAILABILITY Loan 4 weeks Western Curriculum Coordination Center 1776 University Avenue, Wist Hall 216 Honolulu, HI 96822 (808) 948-6496
- TITLE **Getting Down to Business: Health. Entrepreneurship Training Components.**
- DATE 1981
- DEVELOPER American Institutes of Research
- ANNOTATION Modules for teacher and student on entrepreneurship in nursing, wheelchair transportation, and health spa
- FORMAT Learning Module, 378pp
- AVAILABILITY Loan 4 weeks Western Curriculum Coordination Center 1776 University Avenue, Wist Hall 216 Honolulu, HI 96822 (808) 948-6496
- TITLE **Getting Down to Business: Technical. Entrepreneurship Training Components.**
- DATE 1981
- DEVELOPER American Institutes of Research
- ANNOTATION Modules for teacher and student on entrepreneurship in guard service, pest control service, energy specialist service
- FORMAT Learning Module, 357pp
- AVAILABILITY Loan 4 weeks Western Curriculum Coordination Center 1776 University Avenue, Wist Hall 216 Honolulu, HI 96822 (808) 948-6496
- TITLE **Getting Down to Business: Trades and Industry. Entrepreneurship Training Components.**
- DATE 1981
- DEVELOPER American Institutes of Research
- ANNOTATION Modules for teacher and student on entrepreneurship in hairstyling, auto repair, welding, construction electricity, carpentry, plumbing, and air conditioning and heating
- FORMAT Learning Module, 862pp
- AVAILABILITY Loan 4 weeks Western Curriculum Coordination Center 1776 University Avenue, Wist Hall 216 Honolulu, HI 96822 (808) 948-6496
- TITLE **Getting Down to Business, Module 1: What's It All About? Entrepreneurship Training Components.**
- DATE 1981
- DEVELOPER American Institutes of Research
- ANNOTATION Module for teacher and student gives an overview of all modules covered in the Entrepreneurship Training Components series
- FORMAT Learning Module, 212pp
- NOTE Volume 1, Student Guide Volume 2, Teacher Guide
- AVAILABILITY Loan 4 weeks Western Curriculum Coordination Center 1776 University Avenue, Wist Hall 216 Honolulu, HI 96822 (808) 948-6496
- TITLE **Home-based Business Resources.**
- DATE 1986
- DEVELOPER Alaska State Department of Education
- ANNOTATION This handbook is intended for teachers in Alaska who are developing and/or operating home-based business programs. The curriculum included in the guide can be used to set up a school-based business to provide students with actual experience in the business. The curriculum also serves as a basic course of study for small business and entrepreneurship programs. The handbook includes instructional materials and information to be used to teach selected competencies and focuses primarily on those competencies for which materials are not readily available to teachers. It also includes resources for ordering additional materials. The handbook is divided into 13 program goals addressing the following topics: personal traits and self-assessment, potential kinds of home businesses, business structures, regulations governing home-based businesses, obtaining funds, business records, insurance, purchasing, marketing, and financial management and planning including space planning, computer programs for recordkeeping for home-based businesses, and keeping current. Each of these areas contains a list of competencies to be attained by students, information sheets, learning activities, and reprints (KC)
- FORMAT Teaching Guide, 200pp
- AVAILABILITY For a microfiche copy of this document order ED275898 from FEIS

- TITLE** *Home Entrepreneurship.*
- DATE** 1983
- DEVELOPER** Pennsylvania Department of Education
- ANNOTATION** Provides an extensive overview of the knowledge and skills needed to become an entrepreneur along with the special considerations involved in locating a business in the home. Topics include exploring a home-based home economics-related business, planning your home-based business, legal considerations, money to start, organizing the work of your business, purchasing necessary supplies, setting prices for your home-based business, financial record keeping, advertising and selling, and evaluation of your business.
- FORMAT** Reference Material, Textbook, 120pp
- AVAILABILITY** Sale \$6.50. Home Economics Education Department, The Pennsylvania State University, 212 Rackley Building, University Park, PA 16802.
- TITLE** *Home Furnishings Marketing. (Softlines).*
- DATE** 1984
- ANNOTATION** This is a brief introduction to marketing of softlines in home furnishings. It introduces such merchandising then tells about duties, responsibilities, competencies, entrepreneurship, and how to become competent in career opportunities. Answer book available.
- FORMAT** Textbook, Learning Module, Competency-based, Criterion-referenced Evaluation, Behavioral Objectives, Individualized, Self-paced, Field-tested/Validated, 31pp.
- AVAILABILITY** Sale. Contact for current price. Extension Instruction and Materials Center, The University of Texas at Austin, PO Box 7218, Austin, TX 78713-7218, (512) 471-7716.
- TITLE** *Hot Dog Stand: Survival Math Skills.*
- DATE** 1984
- ANNOTATION** Students practice math skills when they run a simulated hot dog stand. Includes color graphics and animation. Teaches price calculation, estimating with whole numbers, decimals, and fractions, and practical decision making. Order Number 1157-YN.
- FORMAT** Teaching Guide, Game/Simulation.
- SYS REQ** Microcomputer Program, IBM PC, 64K Memory, IBM PC Jr, 128K Memory with Color Graphics Card, 1.0 or 1.1 DOS, 1 Disk with backup, 5 1/4 Inch Size, Color.
- AVAILABILITY** Sale \$49.00, includes backup disk. Sunburst Communications, Suite VECM, 39 Washington Avenue, Pleasantville, NY 10570, (800) 431-1934.
- SERIES** **Human Relations and Leadership Competencies: Suggestions for Integrating Vocational Student Organization Activities.**
- TITLE** *Entrepreneurship.*
- DATE** 1985
- ANNOTATION** Number seven in a series of seven.
- FORMAT** Learning Module, Workbook, Competency-based, Behavioral Objectives, Individualized, Self-paced, Field-tested/Validated, 31pp.
- AVAILABILITY** Maryland Vocational Curriculum Research and Development Center, J. M. Patterson Building, University of Maryland College Park, MD 20742, (301) 454-2260.
- TITLE** *Management Development, a Primer.*
- DATE** 1980
- ANNOTATION** An excellent manual which develops management thinking and skills in the area of synergistic management. The lessons are in the T format and include handouts. The manual is designed for adult learners yet may easily be adapted to the secondary level.
- FORMAT** Manual, 98pp, Transparency Master.
- AVAILABILITY** Sale \$2.75. Instructional Materials Laboratory, 842 West Goodale Boulevard, Columbus, OH 43210, (614) 221-4950.
- TITLE** *A National Entrepreneurship Education Agenda for Action. Leadership Training Series No. 66.*
- DATE** 1984
- AUTHOR** Ross, Novella, And Others.
- DEVELOPER** Office of Vocational and Adult Education (ED), Washington, DC.
- ANNOTATION** Entrepreneurship education and training for the existing potential, and future entrepreneur has become increasingly in demand during the past decade. This publication is designed to assist entrepreneurial leadership in vocational education and other constituencies interested in entrepreneurial training and/or education to form synergistic networking teams to attack the problem. The report is organized in five chapters. The first chapter discusses the need for entrepreneurship and the five stages of entrepreneurship as a lifelong process. In Chapter II, opportunities for entrepreneurship are highlighted with projections made for the 1980s and 1990s. The issue of leadership development is also discussed. Chapter III presents an agenda for action that describes entrepreneurship education activities being conducted by federal agencies, states, national organizations, Oklahoma State University, and the National Center for Research in Vocational Education. Benefits to be gained and challenges for the future are also described in the chapter. The fourth chapter details the action plans being implemented in the nine lead states of Colorado, Florida, Maryland, Massachusetts, Missouri, New York, Ohio, Oregon, and Texas. Fourteen recommendations that can be used to help vocational education leaders make an impact on the development of entrepreneurship are discussed in Chapter V. Appendixes to the report include the U.S. Department of Education policy statement on entrepreneurship education, White House statements by the President, and definitions of terms. References are provided. (KC)
- FORMAT** Position Paper, Review Literature, 12pp.
- AVAILABILITY** For a microfiche copy of this document order ED250463 from EICIS.
- TITLE** *Ocean County Vocational-Technical School's Model for Gifted and Talented Entrepreneurship Training Program, 1983-84. Final Report.*
- DATE** 1984
- DEVELOPER** New Jersey State Dept. of Education, Trenton, Div. of Vocational Education and Career Preparation.
- ANNOTATION** A model was developed for a program that would meet the needs of vocational gifted and talented students while training an important member of the economic community—the entrepreneur. Research material concerning the identification and selection of gifted and talented students was reviewed, and criteria were developed for nomination of candidates for placement in the program. Appropriate instructional materials to introduce entrepreneurship skills to gifted and talented students were developed and located. Fifteen weekly meetings were scheduled, and a variety of instructional methods were used to present the entrepreneurship skills, how to open and manage a small business. Pretests and posttests were administered to treatment and control groups. Findings indicated that the program produced statistically

- significant achievement gains. Participating students found the program interesting, informative, and enjoyable. The most significant result of the program was development of criteria for identifying and selecting vocationally gifted and talented students. Appendices amounting to over two-thirds of the report include instructor nomination form, student survey for candidate selection, candidate scoring criteria, core text with contents, overview, and goals, topical course outline, pretest/posttest with answer key, sample student handout, pretest/posttest results, and student evaluation of course (YLB).
- FORMAT** Project Description 70pp
- AVAILABILITY** For a microfiche copy of this document order ED255702 from FEIS
- TITLE** *Office Education Curriculum Guide Series: Core Document.*
- DATE** 1986
- AUTHOR** Sullivan, Carol
- DEVELOPER** Texas Education Agency, Austin, Dept. of Occupational Education and Technology
- ANNOTATION** As one of a series of curriculum guides for office education programs in Texas, this guide contains units of instruction to assist in teaching the following objectives: raised as necessary for the success of the program by experienced teachers across the state: (1) the essential elements common to all vocational programs and (2) the essential elements of office education. The four units in the vocational core cover the following topics: leadership, entrepreneurship, successful employment, and employment opportunities. Each unit contains these basic components: unit outline, resource list, performance chart, notes to the instructor, unit overview, transparency masters, activity sheets, tests, and answers to the activities and tests. Each unit is planned to cover more than one lesson or period of instruction. Each unit in the office education core is correlated with the essential elements and includes these components: unit outline, resource list, performance chart, notes to the instructor, and unit overview. The 17 units in this section cover the following topics: safety, telephone techniques, office careers, business ethics, human relations, personal development, organizing work, resources and references, business forms, business reports, language usage, written communications, business mathematics, banking activities, record keeping, business machines, and word/data processing terminology (KC).
- FORMAT** Teaching Guide 369pp
- AVAILABILITY** For a microfiche copy of this document order ED274834 from FEIS
- TITLE** *Operating Your Own Business.*
- DATE** 1980
- ANNOTATION** Discusses all the elements involved in setting up and operating a business.
- FORMAT** Curriculum Guide, Teaching Guide, Reference Material, Evaluation Instrument, Learning Module, Workbook, Bibliography, Competency-based, Individualized, Self-paced, Field-tested/Validated, Illustrated 253pp
- AVAILABILITY** Sale. Contact for current price: Director, Instructional Materials Laboratory, University of Missouri, 10 Industrial Education Building, Columbia, MO 65211 (314) 882-2683
- SERIES** *PACE Revised.*
- TITLE** *Complying with Government Regulations.*
- Dealing with Legal Issues.*
- Financing the Business.*
- Keeping the Business Records.*
- Locating the Business.*
- Managing the Business, Managing Customer Credit and Collections.*
- Managing the Finances.*
- Managing Human Resources.*
- Managing Sales Efforts.*
- Promoting the Business.*
- Protecting the Business.*
- Understanding the Nature of Small Business.*
- DATE** 1983
- ANNOTATION** An eighteen-module series of PACE (Program for Acquiring Competency in Entrepreneurship). The modules are available in three reading levels: seventh grade (RD 240 AN 1-I), ninth grade (RD 240 BB 1-II), and tenth grade (RD 240 CB 1-III).
- FORMAT** Learning Module, Competency-based, Behavioral Objectives, Individualized, Self-paced 15pp
- AVAILABILITY** Sale \$2.50 module, \$120.00 set (fifty-four modules, three instructors' guides, and resource guide). The National Center for Research in Vocational Education, Program Information Office, 1960 Kenny Road, Columbus, OH 43210 (800) 848-4815 or (614) 486-3655
- TITLE** *Starting a New Business.*
- DATE** n.d.
- ANNOTATION** In this program, you will learn the ins and outs of starting a new business venture as you make decisions about trade names, partnership agreements, incorporation, budgeting, marketing, inventory, advertising, hiring employees, raising capital, record keeping, taxes, insurance. Correct decisions can lead to great wealth; incorrect decisions to bankruptcy. This simulation on the trials and tribulations of starting a business will teach as it entertains, keeping you entranced for hours.
- FORMAT** Teaching Guide
- SYS REQ** Microcomputer Program, Apple 1, Disk 5 1/4 Inch, Size IBM 1, Disk 5 1/4 Inch, Size Macintosh 1, Disk 3 1/2 Inch, Size
- AVAILABILITY** Sale \$59.95, 30-day return privilege, Intellectual Software, 798 North Avenue, Bridgeport, CT 06606 (800) 232-2224 or (203) 335-0906
- TITLE** *A Teacher's Guide for Entrepreneurship Instruction.*
- DATE** 1984
- ANNOTATION** Stresses specific skills required for embarking on an entrepreneurial career and shows how to plan instruction for each instructional level. A suggested teaching outline for a 16-unit entrepreneurial teaching plan is a detailed blueprint for carrying out a workable instructional program with units to meet a variety of needs from initial exposure to exposure to actual preparation for embarking on an entrepreneurial career. Order number 10983.
- FORMAT** Teaching Guide 77pp
- AVAILABILITY** Sale \$15.00, AVA Resources, 1410 King Street, Alexandria, VA 22314

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TITLE **Teaching Entrepreneurship in Mississippi's Trade and Technical Programs.**  
DATE 1983  
DEVELOPER Comprehensive Vocational Teacher Education Program for the Mississippi Arc Region  
FORMAT Administrative Manual Teaching Guide Reference Material Evaluation Instrument Field-tested/Validated 31pp  
AVAILABILITY Loan 2 weeks Librarian Southeast Curriculum Coordination Network PO Drawer DX Mississippi State MS 39762 (601) 325-2510

TITLE **The Whatsit Corporation: Survival Math Skills.**  
DATE 1984  
ANNOTATION Language Applesoft Students use their math skills in realistic simulation of starting and running a one-product business Ordering numbers Apple 1134-YN TRS-80 1135-YN  
FORMAT Teaching Guide Game/Simulation Transparency Master  
SYS REQ Microcompute Program Apple II II+ IIIe TRS-80 48K Memory 3.3 DOS 1 Disk plus backup 5 1/4 Inch Size  
AVAILABILITY Sale \$55.00 includes backup disk TRS-80 32K Network II or 48K Network III \$165.00 Sunburst Communications Suite JECM 39 Washington Avenue Pleasantville NY 10570 800-431-1934



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Tallahassee, Florida  
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